

Practical Christmas Presents

On the many long, cold drives which you will take during the next few months a good Fur Coat and Fur Robe will prove most beneficial. From now until JANUARY 1st, 1911, we are going to make a special price on Coats and Robes to all farmers who wish to purchase.

Genuine Galloway Robes and Coats

BLACK ROBES at \$17.50 each. RED ROBES at \$15.00 each
BLACK COATS at \$25.00 each

These prices are a discount of 30 % from regular prices. These Robes and Coats are pliable and waterproof, and will last for years. We wish to call your attention to our famous Waterproof Rawhide Halter. It has no equal.

Don't Forget our Custom Tanning Department

We buy HIDES, PELTS and TALLOW
Our prices are right. Our work is guaranteed

WINNIPEG TANNING CO. LTD.

WINNIPEG - - - MAN.

Press Agents of Royalty

By George Jean Nathan

It is not to be wondered that the intimation that royalty needs and uses the press agent to further its ends may be received in a spirit of insistent doubt. The alliance of two such apparently incongruous titles—monarch and press agent—seems not without its element of ridiculousness. Fancy the crowned head of a great kingdom needing a press agent! It seems utterly incredible. And yet it is so.

The phrase "press agent" naturally takes slightly different shadings when it is translated into other tongues. In some it may be blended into "personal secretary," as in the case of Lord Knollys, the King of Great Britain's familiar; in others it may be known under some such characterization as "private personal counsel" or "royal photographer," but in each case the intrinsic meaning is not widely divergent. It is a fact that every monarch of Europe has attached to his court one man, or, more usually, a group of men, who act in the capacity of press agents. The phrase is not equivocal. That is just what they are and are meant to be—press agents. It is their duty to impress upon the people of the country over which their monarch rules, as well as the people of other lands, that the latter is everything he and his family would have them believe he is.

It is not so many years ago that the report spread over the world that Alfonso, the young Spanish King, was a consumptive. The report reached every corner of Spain and was heard as well by the royal mothers in other countries who had viewed the youthful ruler as a possible future son-in-law, for it was about this time that the guardians of the King had begun to map out the latter's matrimonial campaign. Now the report started is not known, although it is believed the sallow complexion and the stooped, sunken-chested appearance of the young monarch were responsible for its dis-

semination. The court appreciated full well the harm that might be wrought by the rumor, and the effect it might have on the desired matrimonial course that had been planned. Accordingly a wide publicity movement, engineered by the King's secretaries and photographers showing the slight monarch in various athletic poses, with detailed stories of his prowess with the foil, the rifle, and on horseback, were spread broadcast in the journals of the Continent. Week after week new stories of his physical activities were written and published. One photograph, showing the King surrounded by his military escort, was reprinted hundreds of times, and caused much favorable comment, because in it the young ruler seemed the physical equal, if not superior, of the soldiery gathered about him. As a matter of fact, a new guard had been chosen especially for photographic purposes, composed, as it was, of soldiers of slight builds, beside whom the King's physique naturally took on a favorable appearance. Similar photographs have been issued of the young King of Portugal.

The Tsar of Russia is said to be the best "press-agented" ruler in Europe. He is particularly partial to having himself represented as a man of extreme physical strength, and photographs showing him rowing on the Neva were published widely last year at his order. Another photograph, disclosing him reviewing his troops in a snow-storm, his head bared, was reproduced in almost every publication in Russia. Many of these pictures have even found their way to this country.

The German Kaiser has succeeded in endearing himself to the hearts of his subjects to no small extent through his careful appreciation of the inborn Germanic love and admiration for large families. Photographs showing him surrounded by his own considerable family have been taken by the appointed

photographers time and time again, and have been issued to the press of the country. The royal children are almost always featured in the Kaiser's photographs. Stories of the ruler's marksmanship and ability as a horseman have been published so often that they need not be recalled here, and others detailing his activities in various spectacular channels are probably as well remembered by even the American reader.

The democratic side of the King of Great Britain has been advertised most insistently, and this undoubtedly has done a great deal toward making him loved, as he assuredly is, by his subjects. The mere mention of this phase of royal English publicity promotion is sufficient to make the reader think of numerous illustrative examples: The pictures of the King at the Derby, the accounts of his unostentatious attendance at the theatre, his daily drive with meagre escort, etc. The best instances of royal "press work," however, are shown in the big military processions in which King George figures. These parades are stage-managed as carefully as a theatrical spectacle. The personages in line are arranged in marching grades according to their importance and popularity, and in this manner are made to prepare the way gradually for the King. Thus the enthusiasm along the line is worked up in crescendo fashion, until, at the passing of the royal coach, it bursts forth in all its volume. The music of the bands is similarly arranged, the musicians occupying the nearest position in line to the King being invariably entrusted with the rendering of the stirring national anthem.

The writer knows of no better illustration of royal press work than the well-advertised visit of then Crown Prince of Sweden to Paris several years ago. For weeks prior to his coming the Paris papers were filled with stories concerning him, and these stories were further embellished with photographs that had been sent on from the Swedish capital. Particular stress was laid on the Prince's ability as a tennis-player, inasmuch as he was planning to indulge in several matches during his stay.

Many pictures were caused to be published showing him in action on the courts, and numerous articles relating to the trophies he had won with his racket were printed with the pictures.

During the first part of his visit the Crown Prince attracted much attention through his tennis prowess, possibly because of the suggestive psychological effect of the published stories on his opponents, or possibly because royal Swedish etiquette prohibited any one from beating him.

St. Petersburg, Nov. 23.—Bills were introduced in the duma to-day by the Octoberists proposing the establishment of schools in memory of Tolstoi, to be provided for by the state.

STUDY AT HOME FARM BOOKKEEPING

The only Strictly Farmers' Course
Farm Business from Start to Finish

F. E. WERRY'S SCHOOL OF
FARM ACCOUNTING
BRANDON, MANITOBA

SEYMOUR HOTEL

Farmers from the Three Provinces
make it their headquarters when visit-
ing the city. Every street car
passes the City Hall, which is only a
stones throw from the hotel entrance

JOHN BAIRD, PROPRIETOR

Rates \$1.50 per day
Free Bus from all Trains